

John Francis Deyto

Head of UX (Product Design) | Innovator in AI Personalization and Design Systems

www.deyto.com 415.269.9067

UX and Product Design leader with over 16 years of experience creating user-focused, AI-powered, and modular design systems. Proven success in leading design strategies for large-scale consumer brands and agile startups. Expert in developing seamless user experiences across multiple devices, driving business growth through innovative design solutions and scaling product design teams to execute at the highest level. Skilled in synthesizing UX research into actionable insights and delivering products that balance user needs with business objectives. A mentor/educator with a passion for developing the next generation of design leaders.

EXPERIENCE

Chief Product Officer, Twyne May 2023 - present

Co-created a web platform aimed at connecting neighbors within walking distance, designed to foster hyper-local interactions and combat social isolation. Twyne serves as a digital space for community members to engage, build meaningful connections, and reduce feelings of isolation through local conversations.

- Developed a platform that enables hyper-local connections through digital interactions, focusing on fostering neighborhood engagement.
- Spearheaded product positioning, creating wireframes, high-fidelity mockups, and prototypes to enhance user experience.
- Led marketing strategies and collaborated with cross-functional teams to drive community growth and increase engagement.

Head of Product, TheSportl (Contract) Sept 2023 - Aug 2024

Designed a digital platform dedicated to sports and celebrity culture, covering the latest in sports performance, celebrity relationships, news, and lifestyle. Designed to engage users by offering a unique blend of sports coverage and the personal lives of athletes and public figures.

- Led market and UX research for a sports and celebrity platform, analyzing user behavior to inform design decisions.
- Developed scalable design systems and brand strategy to align product features with user needs.
- Increased user engagement by designing dynamic interfaces based on social media trends and celebrity content.

Lead UX Design and Research Quinbrook (Contract) Jan 2023 - Jan 2024

Designed a cloud-based platform enabling businesses to track and report their renewable energy consumption and carbon footprint. Tailored for large energy consumers, it ensures compliance with carbon accounting and reporting regulations. Focused on design system to be used at all energy display touchpoints.

- Designed and launched a cloud-based platform to track renewable energy consumption and carbon reporting.
- Developed design systems for real-time tracking, interactive dashboards, and energy flow simulations across multiple devices.
- Led UX research, ensuring compliance and optimized user experiences for energy consumers.

Director, Experience Design, Electronic Arts (EA) Apr 2021 - Nov 2022

Founding member of EA's Sports Innovation team, led and coordinated User Research, Brand, and Product Design efforts for a new EA product. *Moved to a newly acquired game, revenue over \$100M+. Built UX practice within 3 teams. Part of the core product team.*

- Led UX research and strategy focused on Generation Z's social and gaming behaviors to drive engagement for new EA products.
- Directed cross-functional teams to build user experiences tailored to younger audiences' social habits.
- Managed UX and marketing design teams, developing consistent UI libraries and interaction patterns aligned with modern shopping and gaming behaviors.

Lead UX, Korn Ferry Nov 2017 - Apr 2021

Founding team member of Korn Ferry Advance, led experience initiatives across B2C and B2B SaaS products with a focus on AI. Launched learning management systems (LMSs) and dashboards for organizational transformations. Collaborated on product strategy and roadmaps achieving profitability in 6 months.

- Grew and established the UX, Design, and content group
- Established the processes for the experience team as a whole as well as standards for deliverables across the disciplines
- Invented "System and Method for Interview Training with Time-Matched Feedback" (Patent No. 11,107,041) (Patent No. 11,120,405) (Patent No. 11,182,747) (Patent No. 11,868, 965)

Founder and CEO, (Short form video application) Jun 2015 - May 2019

Conceptualized and developed an innovative short-form video app that allows users to seamlessly edit video while recording, integrating music with video clips in real-time. This solution significantly reduces the time required to create polished music videos, catering to both content creators and video enthusiasts.

- Designed and launched a cutting-edge short-form video app, growing the user base to 200k in just 3 months.
- Led marketing strategies, formed key partnerships, and drove product development from concept to execution.
- Managed high-level negotiations and contracts, ensuring strategic collaborations and business growth.

Head of Social, Care.com May 2015 - Nov 2017

Integrated social and community features into mobile applications at Care.com, enhancing user experiences across multiple devices. Managed social media marketing efforts, streamlining the user journey from initial contact to subscription, and developed a strategic testing framework that significantly improved marketing performance, increasing TV advertising effectiveness by 120%.

- Optimized mobile app UX, driving user engagement and retention for care-related content.
- Led social media strategy, increasing user interaction from initial contact to subscription.
- Created a social media testing framework, informing advertising. Boosting TV ad effectiveness by 120%.

Head of Design (UX and Marketing), Sift Jul 2012 - May 2015

Designed a mobile application that transforms email newsletters into a whole new shopping experience. Responsible for all aspects of product, brand, and UX design. Built a social commerce platform enabling shoppers to discover and purchase based on the interests of their network.

- Defined the features and user experience that engages, retains, and socializes retail objects
- Responsible for all touchpoints, positioning, and outlining social opportunities
- Designed opportunities to collect data to build consumer profiles

Design Director, zabbi (accelerated by Idealab) Aug 2011 - Jul 2012

Established the creative direction and UX for a social, mobile, and local app that would enable the integration of a new data set into next-generation products and services. Leveraged learning from a digitally native audience (16-24) to best capture and socialize this new data point.

- Created a Social Local Mobile App from concept to product
- Lead the Experience to capture and socialize user-generated content
- Responsible for audience segmentation and messaging

User Experience Lead, LinkedIn Nov 2010 - Aug 2011

Created user experiences for LinkedIn's strategic initiatives targeting new verticals, including college and high school students. Designed solutions to enhance core functionalities like networking, job search, learning, and alumni connections, significantly expanding LinkedIn's younger user base.

- Lead experience design for Gen-Y (College Audience)
- Established creative direction on LinkedIn brand campaign and brand-building initiatives for policy and industry influencers
- Created new brand positioning for new verticals (Meet Opportunity, Generation Y, Influencers)

Executive Creative Director, Katalyst Media Jul 2009 - Nov 2010

Built and led the creative group for the digital arm of a media company founded by Ashton Kutcher, producing content for global brands such as OWN, Pepsi, L'Oreal, Microsoft, and Nestle. Developed social media experiences and interactive touchpoints across platforms, as well as new consumer products through crowdsourcing.]

- Established and led the creative team for a media company's digital division, producing innovative social media experiences and serialized content for top brands like Pepsi, Microsoft, and L'Oreal.
- Developed interactive campaigns and new consumer products via crowdsourcing, scaling engagement across major social platforms to activate global audiences.
- Built a team of designers and developers from the ground up, delivering high-impact digital solutions that aligned storytelling with cutting-edge distribution and technology.

Senior Art Director, *GaiaOnline* Nov 2007 - Jun 2009

Provided overall creative leadership for one of the world's largest social gaming communities and virtual goods marketplaces.

- Established a design team of 11 Art Directors, designers, and copywriters
- Part of the growth team that acquired new users and brought Gaia to the mass market
- Developed advertising, physical properties, micro-sites, marketing collateral, and physical merchandise for retail partnerships, third-party promotions, and virtual sponsorship integration

Senior Art Director, , *Yahoo!* Aug 2003 - Nov 2007

Responsible for creating on-brand, on-strategy compelling creative work, and rolling out new Yahoo! brands globally. Created and managed brand identity systems, typography, photography, color, and other ingredients to create innovative visual solutions that meet business and user needs. Managed all design/creative vendors. Established look and feel of branded retail merchandise, product and corporate sites, and marketing micro-sites.

- Won the first Addy (advertising award) for integrated brand experience for Yahoo! (Y! Talent Acquisition Brand)
- Co-created Yahoo! Green, one of the largest environmental portals on the web

Senior Designer, *Credence Systems Corp* Oct 2001 - Aug 2003

Led the conceptualization and design of solutions for a company that designed, manufactured, distributed, and serviced automatic test equipment (ATE) for the semiconductor industry. Oversaw projects from concept to completion, bringing all creative work in-house and saving the company \$1M in production and creative costs. Developed a new brand identity and successfully launched the company globally in 2003, earning design awards for innovative work.

Senior Designer, *Excite@Home* Apr 2000 - Oct 2001

Led creative efforts at Excite@Home, a leading broadband provider, launching content properties in music, integrated home, and video. Supported key partnerships with BestBuy, Toyota, and MGM. As the lead designer, I shaped the external look and feel of the brand and co-brands, driving strategy, conceptual exploration, and implementation to deliver successful design solutions.

PHOTOGRAPHY

Owner, *John Francis Deyto* Aug 1996 - Current

Partial client list: Cigna Health Net, Levi's, Tommy Boy Records, FHM (UK), Muzik (UK), JANE, Surface, RayGun, Detour, Nylon, Thud Rumble, Blue Marlin, SOMA, AdWeek

Group shows: 2003 "Spectrum", Themes+Projects. 1999 "SF Jazz Show", Asian Art Museum, SF. 1998 "Faculty Show", Bonhams & Butterfield. 1996 "Member Show", APS, Los Angeles. 1996 "Student Gallery", ArtCenter College of Design, Pasadena. 1995 "Student Gallery", ArtCenter College of Design, Pasadena.

TEACHING

Lead Instructor, California Institute of Technology (CalTech) Feb 2023 - present

Co-created foundation classes on User Experience and Interaction Design, blending theory and practical learning. The program features live online classes, portfolio development, capstone projects, and expert-led masterclasses. CalTech is a private research institution. The class focuses on theoretical knowledge and applied learning.

Faculty, ArtCenter College of Design Sept 2016 - present

I created an introductory UX/Interaction Design course focused on research, persona development, wireframing, visual design, and prototyping. The course equips students with the skills to design meaningful user experiences, preparing them for real-world applications.

Art Instructor, Academy of Art University Sept 1999 - Jun 2009

Developed and taught upper-division photography courses for undergraduates and laid the foundation for the Master's degree program

EDUCATION

Art Center College of Design, Pasadena - BFA with Honors

California Institute of Technology, Pasadena - Post Graduate Degree Artificial Intelligence and Machine Learning

RECOGNITIONS

Addy – Integrated Branding Campaign for Yahoo! 2006

CEA – Integrated Media Campaign/Self-Promotion for Yahoo! 2006

Magellan Award –Ad Campaign for Credence Systems 2003

PATENTS (5)

SYSTEM AND METHOD FOR INTERVIEW TRAINING WITH TIME-MATCHED FEEDBACK

11,868,965 · Issued Jan 9, 2024- USA

(The device overlays analysis representations on a media display, synchronized with the user's responses, providing real-time feedback.)

11,403,598 · Issued Aug 2, 2022 - USA

(Generating a transcript based on media data; analyzing transcript to identify a portion of the transcript and identify feedback based on the portion of the transcript)

US 11,182,747 · Issued Nov 23, 2021 - USA

(An interactive representation of the recorded data for providing playback of the recorded data comprising speech by the user; the calculated speech rate)

US 11,120,405 · Issued Sep 14, 2021 - USA

(Identifying a segment of the media file based on the segment of the transcript; and modifying the media file based on the user input)

US 11,107,041 · Issued Aug 31, 2021- USA

(Interview training and providing feedback via an electronic device that analyzes a user's responses to prompts)

BOOKS

"Instinct", published 2023. Abstract photography - transforming urban textures into new visual experiences